

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

PETITION OF SOUTH CENTRAL BELL TELEPHONE	)	
COMPANY FOR CONFIDENTIAL TREATMENT OF	)	CASE NO.
INFORMATION FILED IN SUPPORT OF ITS COIN-	)	90-247
COINLESS CREDIT CARD SERVICE TARIFF	)	

O R D E R

This matter arising upon petition of South Central Bell Telephone Company ("South Central Bell"), filed July 31, 1990 pursuant to 807 KAR 5:001, Section 7, for confidential protection of certain information contained in the Revenue/Cost Analysis and Cost Study filed with the proposed tariff on the grounds that public disclosure is likely to cause South Central Bell competitive injury, and it appearing to this Commission as follows:

South Central Bell has filed a proposed tariff introducing coin-coinless credit card service. In support of its tariff, South Central Bell has filed a Revenue/Cost Analysis and Cost Study which South Central Bell contends competitors could use to determine revenues and expenses associated with South Central Bell's operations in this state.

The information sought to be protected is not known outside of South Central Bell and is not disseminated within South Central Bell except to those employees who have a legitimate business need to know and act upon the information. South Central Bell seeks to preserve the confidentiality of this information through all

appropriate means including the maintenance of appropriate security at its offices.

807 KAR 5:001, Section 7, protects information as confidential when it is established that disclosure is likely to cause substantial competitive harm to the party from whom the information was obtained. In order to satisfy this test, the party claiming confidentiality must demonstrate actual competition and a likelihood of substantial competitive injury if the information is disclosed. Competitive injury occurs when disclosure of the information gives competitors an unfair business advantage.

Coin-coinless telephone service is a competitive service. The cost of a coin-coinless call depends upon the number of coin-coinless calls, and the information sought to be protected shows how costs are impacted by varying numbers of calls. Competitors could use this information to price their services below a known rate.

The information sought to be protected was compiled from results of field trials and experience which were gained at considerable expense to South Central Bell. Workpapers in the study show cost methodology, processing costs, billing information and billing costs, agent compensation, and forecasted number of calls and sets. This information, developed at South Central Bell's expense, would be extremely valuable to anyone providing a similar service and would allow them to benefit from the information without incurring the cost and expense of developing the information. Therefore, disclosure of the information would

result in competitive injury to South Central Bell and the information should be protected from disclosure.

This Commission being otherwise sufficiently advised,

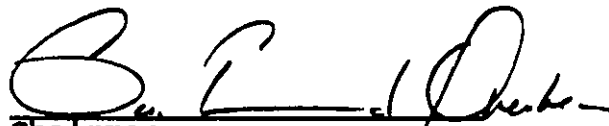
IT IS HEREBY ORDERED that:

1. Those portions of the Revenue/Cost Analysis and Cost Study filed with the proposed tariff, which South Central Bell has petitioned be withheld from public disclosure, shall be held and retained by this Commission as confidential and shall not be open for public inspection.

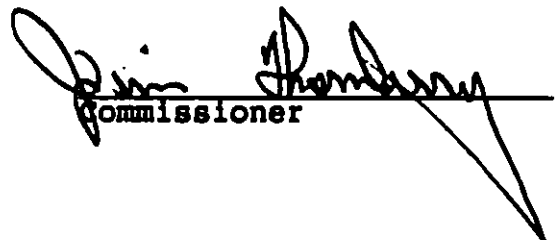
2. To the extent that it has not already done so, South Central Bell shall, within 10 days of the date of this Order, file an edited copy of the study with the confidential material obscured for inclusion in the public record, with copies to all parties of record.

Done at Frankfort, Kentucky, this 29th day of August, 1990.

PUBLIC SERVICE COMMISSION

  
Chairman

  
Vice Chairman

  
Commissioner

ATTEST:

  
Executive Director